

School of Rock

2013 SALES RALLY

The Best Just Got Bigger



You've never been to a sales event quite like this before. **School of Rock: 2013 Sales Rally** is a game-changing event that does more than motivate and inspire – it provides real-world applications and cutting-edge tools, resulting in a meaningful and lasting impact on your sales career.

This team of experts was carefully crafted and has successfully maximized sales and accelerated careers of thousands of professionals across North America. Each speaker brings years of research and experience to a different area of the sales process, all of which are vital to sales mastery. Meredith Oliver, The Digital Diva, teaches salespeople how to engage and follow-up with prospects using email, social media, technology and apps. Melinda Brody shares the results of her firm's annual Benchmark

Study of 59 builder divisions and 1100+ video shops, including how salespeople scored in key categories such as demonstrating, selling the builder, customizing and personalizing the tour, and closing. Melinda reveals several "reality checks" of what her shoppers have actually heard and seen on site – the good, bad and ugly! John Palumbo, The Closing Master, does what he does best; offer up one hard-hitting closing strategy after the next.

School of Rock is bigger, bolder, and better than anything you've ever experienced and promises to leave a lasting impact – results you can measure for years to come.

Rock Your Sales By:

- Redefining the sales process and transforming your mindset for both instant results and long lasting success
- Selling value, not price to build trust, create undeniable desire, and maximize sales
- Creating a customized, high-impact presentation
- Understanding consumer psychology in order to influence and persuade the buying decision
- Improving your follow-up with a fail-proof system that guarantees more appointments
- Breaking through the on- and off-line clutter to capture and convert more sales

rock star line up



MEREDITH OLIVER, CSP, MIRM
The eMarketing Rock Star

Meredith Oliver, aka The Digital Diva, is a sales and marketing expert. She is the president of Creating WOW Communications; an Internet Marketing and Professional Speaking company. She is a twelve time presenter at the International Builders Show and a five time presenter in the prestigious invitation only Super Sales Rally. She holds a Master's Degree in Communication Technology. Meredith has consulted and trained home builders nationwide on how to increase sales with online marketing; from single family builders/developers to senior living and active adult communities. Meredith is a published author of two books, *Click Power* and *The Fan Factor*. Both books are available online and at her seminars.



JOHN A. PALUMBO, MIRM
The Closing Rock Star

John is an international author, speaker, and master closer. Since 1985, he has presented hundreds of dynamic, visionary speeches on the science of sales and influence to thousands of individuals from small, family run companies to large scale developers such as Trump Grande International. He has the ability to take individuals and organizations to new dimensions of selling excellence. With more than three decades of selling experience, John has closed over one billion dollars in real estate sales. He is author of five books, including *The Closing Numbers*, *Close and Grow Rich*, *Selling at the Top, Middle, or Bottom of Any Market*, *What's Your Sales DNA?* and *37 Closing Rules to Live (or Die) By*.



MELINDA BRODY, MIRM
The Entrepreneurial Selling Rock Star

Melinda is President of Melinda Brody and Company, Inc. Her firm has evaluated more than 25,000 salespeople through her time-tested professional mystery shopping service. The firm now celebrates its 27th year in the building industry working exclusively with builders to evaluate and motivate their on-site sales team through high energy, REAL world sales seminars and "state of the art" video shopping. Her company is a six-time award winner of Major Achievement in Marketing Excellence (MAME) and was honored as one of the "Top 25 Small Businesses in Orlando". Check out her new book, *They said WHAT??!! Behind the Scenes of 25,000 Undercover Video Mystery Shops*, a funny, educational book about what NOT to do in selling new homes. <http://melindabrody.com/they-said-what.html>

School of Rock 2013 Sales Rally

Monday, November 4, 2014 9:00 AM – 12:00 PM
8:00 AM Registration and Networking Breakfast

Greater San Antonio Builders Association
3625 Paesanos Parkway, San Antonio, TX 78231

Registration is \$25 and Includes Breakfast

Reserve now at: **210.696.3800** or vmunoz@sabuilders.com

GREATER



**SAN ANTONIO
BUILDERS
ASSOCIATION**



RockYourSales.com